processing the subscriber selection data to create a subscriber profile.

21. The method of claim 20, wherein the source material includes analog video, Motion Picture Expert Group, digital video, Hypertext MarkUp Language material, and other multimedia source material supplied to the user by a provider of the television programming.

22. The method of claim 20, wherein said monitoring user viewing activities includes monitoring volume control commands initiated by the user.

23. The method of claim 20, wherein said monitoring user viewing activities includes monitoring program selection commands initiated by the user.

24. The method of claim 23, wherein the program selection commands includes channel change signals.

25. The method of claim 23, wherein the program selection commands include address requests made by the user requesting delivery of programming from the provider of the television programming.

26. The method of claim 20, wherein said monitoring user viewing activities includes monitoring record signals initiated by the user.

27. The method of claim 20, wherein said collecting subscriber selection data includes extracting source related text from the source material.

28. The method of claim 27, wherein the source related text includes one or more descriptive fields.

29. The method of claim 27, wherein the source material is an electronic program guide and the source related text is extracted from the electronic program guide.

30. The method of claim 27, wherein the source material is at least one HTML file related to the source material and the source related text is extracted from the at least one HTML file.

31. The method of claim 27, wherein the source material includes close captioning information and the source related text is extracted from the close captioning information.

32. The method of claim 20, wherein said collecting subscriber selection data includes monitoring time durations,

wherein the time durations correspond to viewing times of selected source material.

33. The method of claim 20, wherein said processing the subscriber selection data includes generating one or more program characteristics vectors based on the subscriber selection data.

34. The method of claim 33, wherein the program characteristics vectors include one or more values characterizing the source material.

35. The method of claim 20, wherein said processing the subscriber selection data includes generating a n-dimensional program characteristics matrix comprising one or more program characteristics vectors.

36. The method of claim 20, wherein said processing the subscriber selection data includes processing subscriber selection data based on a pre-determined set of heuristic rules.

37. The method of claim 36, wherein the heuristic rules include logical forms.

38. The method of claim 36, wherein the heuristic rules include conditional probabilities.

39. The method of claim 20, wherein the subscriber profile is based on the users interests.

40. The method of claim 20, wherein the subscriber belongs to a household and the subscriber profile is based on the interests of the household.

41. The method of claim 20, wherein the subscriber profile is a demographic profile indicating the probable age, income, gender, and other demographics of the user.

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42. The method of claim 20, wherein the predetermined period of time for collecting subscriber selection data is a viewing session, and the subscriber profile is a demographic profile for the user during the viewing session.

43. The method of claim 20, wherein the predetermined period of time for collecting subscriber selection data is a plurality of viewing sessions, and the subscriber profile is an average demographic profile for the user, wherein the average demographic profile is an average for the plurality of viewing sessions.

44. The method of claim 20, wherein the subscriber profile is a program preference profile indicating the type of programming of interest to the user.

45. The method of claim 20, wherein the subscriber profile is a product preference profile for the user.

46. The method of claim 20, wherein the subscriber belongs to a household and the subscriber profile includes probabilistic measurements of household demographics.

47. The method of claim 20, wherein the subscriber belongs to a household and the subscriber profile includes probabilistic measurements of household program interests.

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48. The method of claim 20, wherein the subscriber belongs to a household and the subscriber profile includes probabilistic measurements of household product interests.

49. The method of claim 20, wherein the subscriber belongs to a household, the predetermined period of time for collecting subscriber selection data is a viewing session, and the subscriber profile is a demographic profile for the household during the viewing session.

50. The method of claim 20, wherein the subscriber belongs to a household, the predetermined period of time for collecting subscriber selection data is a plurality of viewing sessions, and the subscriber profile is an average demographic profile for the household, wherein the average demographic profile is an average for the plurality of viewing sessions.

51. The method of claim 20, wherein the subscriber profile is controlled by the user.

52. The method of claim 20, wherein the subscriber profile is analyzed by a third party for the purposes of marketing and advertising.

53. The method of claim 20, wherein access to the subscriber profile is limited to a select number of other parties.

54. The method of claim 20, further comprising analyzing the subscriber profile to estimate user viewing habits.

55. A data processing system for generating a subscriber profile for a subscribed user of television programming, the data processing system comprising:

means for processing data;

a storage medium;

means for monitoring subscriber activity including means for storing subscriber selection data, wherein the subscriber selection data corresponds to source material selected by a subscriber;

means for retrieving source related information which includes descriptive fields corresponding to the selected source material;

means for processing the subscriber selection data with respect to the descriptive fields to generate the subscriber profile; and

means for storing the subscriber profile.

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56. The system described in claim 55, wherein the means for monitoring subscriber activity further includes means for monitoring viewing times of the selected source material.

57. The system described in claim 55, wherein the means for monitoring subscriber activity further includes means for monitoring volume control commands initiated by the subscriber.

58. The system described in claim 55, wherein the subscriber profile includes probabilistic measurements of household demographics.

59. The system described in claim 55, wherein the subscriber profile includes probabilistic measurements of household program interests.

60. The system described in claim 55, wherein the subscriber profile includes probabilistic measurements of household product interests.

61. The system described in claim 55, wherein the means for retrieving source related information includes means for context mining of textual information associated with the selected source material.

62. The system described in claim 61, wherein the textual information is text derived from closed-captioning data.

63. The system described in claim 55, wherein the means for retrieving source related information includes means for retrieving information associated with the selected source material from an electronic program guide.

64. The system described in claim 55, wherein the means for processing the subscriber selection data processes the data over a viewing session so that the subscriber profile corresponds to the viewing session.

65. The system described in claim 55, wherein the means for processing the subscriber selection data includes processing the subscriber selection data over multiple viewing sessions to generate an average subscriber profile which is an average of the subscriber profiles for each viewing session.

66. A data processing system for generating a subscriber profile vector for a subscribed user of television programming, the data processing system comprising:

means for processing data;

a storage medium;

means for monitoring subscriber activity including means for storing subscriber selection data, wherein the subscriber selection data corresponds to source material selected by the user;

means for retrieving source related information including descriptive fields corresponding to the selected source material;

means for generating a program characteristics vector based on the source related information;

means for storing a set of heuristic rules;

means for processing the subscriber selection data with respect to the program characteristics vector and the set of

heuristic rules to generate the subscriber profile vector; and

means for storing the subscriber profile vector.

67. The system described in claim 66, wherein the means for monitoring subscriber activity further includes means for monitoring viewing times of the selected source material.

68. The system described in claim 66, wherein the means for monitoring subscriber activity further includes means for monitoring subscriber selection volume levels.

69. The system described in claim 66, wherein the subscriber profile vector includes probabilistic measurements of household demographics.

70. The system described in claim 66, wherein the subscriber profile includes probabilistic measurements of household interests.

71. A data processing system for generating a household demographic characteristics vector, the data processing system comprising:

means for processing data;

a storage medium;

means for monitoring subscriber activity including means for storing subscriber selection data, wherein the subscriber selection data corresponds to selected source material;

means for generating household viewing habits from the subscriber selection data;

means for storing a set of heuristic rules;

means for processing the subscriber selection data with respect to the set of heuristic rules to generate the household demographic characteristics vector; and

means for storing the household demographic characteristics vector.

72. The system described in claim 71, wherein the means for processing the subscriber selection data includes processing information over a viewing session, and the household demographic characteristics vector corresponds to the viewing session.

73. The system described in claim 71, wherein the means for processing the subscriber selection data includes processing the subscriber selection data over multiple viewing sessions to generate an average household demographic characteristics vector which is an average of the household demographic characteristic vectors for each viewing session.--

Respectfully submitted,

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